

Federal Election Call to Parties

“ Violence against women is one of the great shames of Australia. It’s a national disgrace. ” **MALCOLM TURNBULL**

“ We must eliminate the scourge of violence against women from our society – once and for all. ” **BILL SHORTEN**



One in three women have experienced physical and/or sexual violence perpetrated by someone known to them.



One in four children are exposed to domestic violence.



Domestic and family violence is the **principal cause of homelessness** for women and their children.



Violence against women is estimated to cost Australia **\$21.7 billion** a year.

White Ribbon Australia aims to create an Australian society in which all women can live in safety, free from violence and abuse.

White Ribbon works through a primary prevention approach, understanding that men are central to achieving the social change necessary to prevent men’s violence against women.

We engage men to stand up, speak out and act to influence the actions of some men and demand change.

White Ribbon is dedicated to ensuring men are active advocates for changing the social norms, attitudes and behaviours that are at the root of men’s abuse of women.

Through education, awareness-raising and creative campaigns, preventative programs and partnerships, we are highlighting the positive role men play in preventing men’s violence against women and enabling them to be part of this social change.

White Ribbon calls on all Federal political representatives to commit to primary prevention initiatives that are working to stop men’s violence and abuse of women before it starts.

Invest in primary prevention

Primary prevention of men's violence and abuse of women must involve a variety of activities in multiple settings.

The White Ribbon Campaign and Programs operate across a spectrum of activities and locations through funding that largely comes from the broader community.

Only 9% of White Ribbon's funding to support this work comes from government.

White Ribbon calls for a commitment to:

- Increase funding to primary prevention initiatives, including those of White Ribbon.
- Equitable distribution of funding in recognition of the value of diverse, specialised and successful prevention initiatives.

Build on established and proven violence prevention initiatives

Governments at all levels have committed to making Australian communities safer for women and their children.

To efficiently and effectively achieve this, governments need to invest in established and proven violence prevention initiatives. This will avoid duplication of efforts and strengthen outcomes.

White Ribbon calls for a commitment to:

- Thorough environmental scanning and reporting of existing initiatives, including the White Ribbon Campaign and Programs, in the Third National Action Plan.
- Consultation with providers of violence prevention programs and campaigns prior to establishing/funding new violence prevention initiatives.

Acknowledge and support established and successful whole-of-community responses to ending men's violence and abuse of women

Successful community, government and corporate partnerships are key to realising a future free of violence and abuse.

These partnerships facilitate a whole-of-community response that reinforces violence prevention messages in multiple settings and maximises their reach.

White Ribbon calls for a commitment to:

- Acknowledgement of established and successful whole-of-community responses e.g. The White Ribbon Program and Campaign work.
- Connecting established responses with new violence prevention initiatives to avoid duplication of efforts and/or mixed messages in communities, schools and businesses.

Adopt a whole-of-government approach to preventing men's violence and abuse of women

In addition to various levels of government working together to end men's violence against women, governments must work across portfolios in a whole-of-government approach.

This approach is vital to recognising the complexity of men's violence and abuse of women and to realising the significant social benefits of making Australia safe for women and realising true gender equality.

White Ribbon calls for a commitment to:

- A whole-of-government approach to ending men's violence and abuse of women that adequately captures prevention.
- Governments and portfolios working together on advancing established and proven initiatives and responses to ending men's violence and abuse of women.

Meet demand for tertiary services

Women need access to tertiary services to keep themselves and their children safe and to build a future free of violence and abuse. Tertiary services are underfunded and struggling to keep up with demand.

White Ribbon calls for a commitment to:

- Reinstate and increase funding to essential tertiary services.
- Recognise the valuable primary and secondary prevention work that tertiary services do.

How does White Ribbon contribute to the prevention of men's violence and abuse of women?

Our vision is 'A nation that respects women, in which every woman lives in safety, free from all forms of men's abuse'. We do this by engaging men to make women's safety a man's issue too. This work involves men and women working alongside each other, using the White Ribbon Campaign and Programs as a platform for raising awareness and creating the attitudinal and behavioural change required to end men's violence against women.

The White Ribbon Campaign and Programs have a national footprint. However, White Ribbon is a small organisation of less than 30 employees and revenue of \$3.6m in 2014/15. To navigate the tension between limited resources and effective prevention work, the White Ribbon Campaign and Programs are underpinned by evidence-based best practice and are continuously evaluated by our research partners. This helps ensure our programs are effective and that scarce resources are allocated in a way that maximises our social impact.

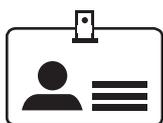


Breaking the Silence Schools Program was launched in 2009. It has reached over 320 schools and more than 220,000 students. The program works with school leadership to embed models of respectful relationships in school culture and classroom activities.

Breaking the Silence was developed by experts in primary prevention and education including Dr Phil Lambert and Dr Sue Dyson. This approach to program development, underpinned by continuous evaluation, ensures that *Breaking the Silence* is an evidence-based and best practice respectful relationships program. Evaluations indicate improved behaviour among students and positive changes in interactions between boys and girls.

Breaking the Silence key facts:

- **Launched in 2009 in Victoria, NSW and the ACT**
- **Now running in Victoria, NSW, ACT, WA, SA and Tasmania**
- **Over 320 schools across Australia have participated**
- **The program has reached over 220,000 boys and girls**
- **Award-winning program**



The Workplace Accreditation Program is an award-winning, world-first initiative that accredits workplaces taking active steps to address gender inequality and prevent men's violence against women.

This national program was launched in 2012. Now, there are 45 White Ribbon workplaces and the program has reached over 500,000 people. Another 120 workplaces are working towards accreditation.

Evaluation of the Workplace Accreditation Program indicates changes in the attitudes and behaviours of employees in participating organisations.

Workplace Accreditation Program key facts:

- **Launched in 2012 as a national program**
- **45 White Ribbon workplaces and 120 workplaces working towards accreditation**
- **The program has reached over 500,000 people**
- **Evaluation findings indicate attitudinal and behavioural change**
- **Award-winning program**



The White Ribbon Campaign encompasses community engagement, awareness raising and marketing initiatives.

The Campaign was established in 2003 and includes community events, White Ribbon Committees, national press and TV advertising around White Ribbon Day and White Ribbon Night, the White Ribbon Australia website, eLearning and social media campaigns on Facebook, Twitter and Instagram.

This work reaches millions of Australians every week and continues to grow.

White Ribbon Campaign key facts:

- **White Ribbon has 75% brand awareness**
- **650% increase in White Ribbon community events from 2010-2015**
- **25 White Ribbon committees across Australia**
- **The campaign reaches 2 million people across social media every week**
- **31,000 people visit the White Ribbon Australia website every month, on average**
- **Over 187,000 people have taken the White Ribbon Oath**



Through White Ribbon, men and women work alongside each other to highlight the positive role men play in preventing men's violence against women.

Male engagement key facts:

- **70% of eLearning participants between January and May 2015 were male**
- **70% of men can identify what White Ribbon stands for**
- ***Breaking the Silence* has reached over 90,000 boys and young men**
- **Workplace Accreditation Program has reached approx. 200,000 men**
- **White Ribbon has approx. 2500 Ambassadors**



White Ribbon provides insight and expertise on primary prevention and male engagement to governments and other organisations working to end men's violence against women.

White Ribbon has:

- **Contributed to consultations for the development of the Third National Action Plan**
- **Participated in consultations for development and implementation of Change the Story**
- **Hosted 1 Australian and 3 international experts on violence prevention for the 2015 White Ribbon Regional Forums series. Ten forum events were held across Australia, with over 600 attendees in total**
- **Made submissions to Federal and State Government inquiries**